7/29/83

MARLBORO 25'S

Sample Composition

All king-size non-menthol smokers.

25 Marlboro Red -	16 soft pack users/9 box users
25 Marlboro Lights -	18 soft pack users/7 box users
25 Full Flavor & Lights line extention smokers who are interested in smoking Marl.	
75	

		#'s
Male	61%	46
18 - 34	61	28
35 - 54	39	18
Female	39%	29
18 - 34	60	17
35 - 54	40	12

Markets And Interviewers	# Of Interviews
Boston - 2 PM	38
Denver - 2 LB	37
	75

Dates

August 8, 9, 10

2045771189

Source: https://www.industrydocuments.ucsf.edu/docs/qknj0004